

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method comprising:
receiving, at a connection provider computer system from a seller's computer system,
information describing one or more items for sale by the seller;
developing, using the connection provider computer system and based on the information
describing the one or more items for sale by the seller, a pricing and listing strategy for selling
the one or more items on one or more online sales channels selected, from among multiple
potential online sales channels, as being appropriate for selling the one or more items;
facilitating, using the connection provider computer system, a sale of the one or more
items through the one or more selected online sales channels based on the pricing and listing
strategy; [[and]]
using the connection provider computer system to select, from among multiple potential
fulfillment centers based on the information describing the one or more items for sale by the
seller, one or more fulfillment centers tailored to fulfilling orders of items having properties in
common with the one or more items; and
facilitating, using the connection provider computer system, fulfillment of sold items
through the one or more selected fulfillment centers ~~controlled by a connection provider, at least~~
~~one fulfillment center being operated with respect to the sold items according to one or more~~
~~parameters~~ tailored to fulfilling orders of items having properties in common with the one or
more items ~~the sold items.~~

2 to 6. (Cancelled)

7. (Currently Amended) The method of claim 1 wherein ~~operating the fulfillment~~
~~center with respect to the sold items according to one or more parameters tailored to the sold~~

items facilitating, using the connection provider computer system, fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items comprises tailoring storage or handling characteristics of the fulfillment center to the type of items sold.

8. (Currently Amended) The method of claim 1 wherein ~~operation of the fulfillment center with respect to the sold items according to one or more parameters tailored to the sold~~ items facilitating, using the connection provider computer system, fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items comprises (i) performing preparation activities in connection with fulfilling orders for the items and (ii) tailoring storage or handling characteristics of the fulfillment center to the type of items sold.

9. (Currently Amended) The method of claim 1 wherein ~~operation of the fulfillment center with respect to the sold items according to one or more parameters tailored to the sold~~ items facilitating, using the connection provider computer system, fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items comprises an activity other than (i) performing preparation activities in connection with fulfilling orders for the items or (ii) tailoring storage or handling characteristics of the fulfillment center to the type of items sold.

10. (Original) The method of claim 1 wherein the connection provider comprises a non-title-taking intermediary that coordinates fulfillment of the sold items.

11. (Original) The method of claim 1 wherein facilitating a sale of the items includes providing customer service on behalf of one or more sellers.

12. (Original) The method of claim 11 wherein facilitating a sale of the items further comprises:
providing billing services; and

providing collection services.

13. (Original) The method of claim 12 wherein facilitating a sale of the items further comprises:

providing online auction capabilities;
providing listing tools; and
monitoring a progress of the selling performance of the items.

14. (Cancelled)

15. (Original) The method of claim 11 wherein facilitating a sale of the items further comprises:

developing a selling strategy for the items being sold;
managing orders and transportation of the items being sold; and
managing inventory for the items being sold.

16 to 18. (Cancelled)

19. (Currently Amended) A method of facilitating access to an online sales channel, the method comprising:

receiving, at a connection provider computer system, information from a plurality of sellers, the information received from each seller describing one or more items for sale by that seller;

developing, using the connection provider computer system and based on the information from the plurality of sellers, a pricing and listing strategy, for each of the plurality of sellers, for selling the one or more items for sale by that seller on one or more online sales channels selected, from among multiple potential online sales channels, as being appropriate for selling the one or more items;

facilitating, using the connection provider computer system, a sale, for each of the plurality of sellers, of the one or more items for sale by that seller through the one or more selected online sales channels based on the corresponding pricing and listing strategy; [[and]]

using the connection provider computer system to, for each of the plurality of sellers, select, from among multiple potential fulfillment centers based on the information describing the one or more items for sale by that seller, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items for sale by that seller, where a single fulfillment center is selected for multiple, different sellers when the one or more items for sale by the multiple, different sellers have features, characteristics, and processing requirements in common; and

facilitating, using the connection provider computer system, fulfillment, for each of the plurality of sellers, of sold items through the one or more selected fulfillment centers controlled by a connection provider, at least one fulfillment center being operated with respect to the sold items according to one or more parameters tailored to a common feature of the sold items tailored to fulfilling orders of items having properties in common with the one or more items for sale by that seller.

20. (Original) The method of claim 19 wherein the connection provider offers connection services between one or more sellers and one or more online marketplaces.

21. (Original) The method of claim 19 wherein the connection provider processes the information and selects one or more fulfillment centers based on one or more parameters associated with the item being sold.

22 to 25. (Cancelled)

26. (New) The method of claim 1 wherein:

developing, using the connection provider computer system and based on the information describing the one or more items for sale by the seller, a pricing and listing strategy for selling the one or more items on one or more online sales channels selected, from among multiple potential online sales channels, as being appropriate for selling the one or more items comprises:

selecting, from among multiple potential online sales channels based on the information describing the one or more items for sale by the seller, a subset of the multiple online sales channels appropriate for selling the one or more items, and

determining, based on the information describing the one or more items for sale by the seller, a price to include in listing the one or more items on the subset of selected online sales channels; and

facilitating, using the connection provider computer system, a sale of the one or more items through the one or more selected online sales channels based on the pricing and listing strategy comprises:

listing the one or more items on the subset of selected online sales channels using the determined price to include in listing the one or more items, and

exchanging communications with the one or more selected online sales channels regarding the listing of the one or more items.

27. (New) The method of claim 26 wherein selecting, from among multiple potential online sales channels based on the information describing the one or more items for sale by the seller, a subset of the multiple online sales channels appropriate for selling the one or more items comprises selecting multiple online sales channels appropriate for selling the one or more items, the selected multiple online sales channels including at least an online auction sales channel and an electronic storefront sales channel.

28. (New) The method of claim 1 wherein developing, using the connection provider computer system and based on the information describing the one or more items for sale by the seller, a pricing and listing strategy for selling the one or more items on one or more online sales channels selected, from among multiple potential online sales channels, as being appropriate for

selling the one or more items comprises providing descriptions, categories, keywords, titles, pictures, and scheduling for the items being sold.

29. (New) The method of claim 1 wherein developing, using the connection provider computer system and based on the information describing the one or more items for sale by the seller, a pricing and listing strategy for selling the one or more items on one or more online sales channels selected, from among multiple potential online sales channels, as being appropriate for selling the one or more items comprises determining, based on the seller and the information describing the one or more items, an auction type, an auction duration period, pricing, and at least one of a start and an end time.

30. (New) The method of claim 1 wherein developing, using the connection provider computer system and based on the information describing the one or more items for sale by the seller, a pricing and listing strategy for selling the one or more items on one or more online sales channels selected, from among multiple potential online sales channels, as being appropriate for selling the one or more items comprises:

- selecting an auction strategy and a type of auction, and
- developing strategies on listing titles, keywords, descriptions, and pictures to impact bidding activity.

31. (New) The method of claim 1 wherein using the connection provider computer system to select, from among multiple potential fulfillment centers based on the information describing the one or more items for sale by the seller, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items comprises using the connection provider computer system to select, based on the information describing the one or more items for sale by the seller, from among:

- a new-in-box fulfillment center that handles fulfillment of sales of items that are sold as new in boxes as received from the manufacturer;

a refurbishment fulfillment center that receives used or damaged items from a seller and refurbishes them as needed to place them in condition for sale, refurbishing including at least one of cleaning, reformatting, replacing consumable components, re-labeling, and certifying; and

a fragmented inventory fulfillment center that processes items by at least one of organizing, labeling, pricing, inventorying, assigning stock keeping units, re-conditioning, grouping, and photographing.

32. (New) The method of claim 1 wherein using the connection provider computer system to select, from among multiple potential fulfillment centers based on the information describing the one or more items for sale by the seller, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items comprises, based on the information describing the one or more items as being fragmented inventory items, using the connection provider computer system to select a fragmented inventory fulfillment center that processes items by at least one of organizing, labeling, pricing, inventorying, assigning stock keeping units, re-conditioning, grouping, and photographing, further comprising:

receiving, at the connection provider computer system from the fragmented inventory fulfillment center, a product definition file describing the fragmented inventory items at a stock keeping unit level; and

facilitating, using the connection provider computer system, a sale of the fragmented inventory items based on the product definition file received from the fragmented inventory fulfillment center.

33. (New) The method of claim 1 wherein using the connection provider computer system to select, from among multiple potential fulfillment centers based on the information describing the one or more items for sale by the seller, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items comprises:

determining that the one or more items for sale by the seller require particular environmental characteristics for proper handling; and

identifying a fulfillment center tailored to handling items that require particular environmental characteristics.

34. (New) The method of claim 1 wherein using the connection provider computer system to select, from among multiple potential fulfillment centers based on the information describing the one or more items for sale by the seller, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items comprises:

determining a geography of the one or more items for sale by the seller; and
identifying a fulfillment center that is geographically located near the one or more items for sale by the seller.

35. (New) The method of claim 1 wherein using the connection provider computer system to select, from among multiple potential fulfillment centers based on the information describing the one or more items for sale by the seller, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items is an automated process based on the information describing the one or more items received from the seller.

36. (New) The method of claim 1 wherein using the connection provider computer system to select, from among multiple potential fulfillment centers based on the information describing the one or more items for sale by the seller, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items comprises:

determining a size of the one or more items for sale by the seller; and
identifying a fulfillment center that is able to handle items having the size of the one or more items for sale by the seller.

37. (New) The method of claim 1 wherein using the connection provider computer system to select, from among multiple potential fulfillment centers based on the information describing the one or more items for sale by the seller, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items comprises:

determining that the one or more items for sale by the seller include potentially dangerous materials including at least one of chemicals and explosives; and

identifying a fulfillment center that has safety procedures for handling potentially dangerous materials including at least one of chemicals and explosives.

38. (New) A device comprising:
- an interface configured to receive, from a seller's computer system, information describing one or more items for sale by the seller; and
 - a processor configured to:
 - develop, based on the information describing the one or more items for sale by the seller, a pricing and listing strategy for selling the one or more items on one or more online sales channels selected, from among multiple potential online sales channels, as being appropriate for selling the one or more items;
 - facilitate a sale of the one or more items through the one or more selected online sales channels based on the pricing and listing strategy;
 - select, from among multiple potential fulfillment centers based on the information describing the one or more items for sale by the seller, one or more fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more items; and
 - facilitate fulfillment of sold items through the one or more selected fulfillment centers tailored to fulfilling orders of items having properties in common with the one or more.